



Indiana  
Broadcasters  
Association

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Federal Communications Commission  
Office of the Secretary

04-233

July 31, 2008

The Honorable Kevin Martin  
Chairman  
Federal Communications Commission  
445 12<sup>th</sup> Street SW  
Washington, DC 20554

Dear Chairman Martin:

From May 30 to June 7, 2008 Indiana was hit with tornadoes and massive flooding. The flooding set a record surpassing the 100-year floods. Over \$840 million damage to crops, untoward damage to homes, hospitals, cities and towns and to the people of Indiana.

Those of us in the safety of Indianapolis and north, watched in horror as dams broke, and homes, barns, and buildings slid into rivers and lakes. Many families' communications were cut off and the television and radio coverage was all they had to keep track of what was going on in the communities struck by these tragedies.

Following the aftermath, our stations did what they always do, rally the public to assist those in need. We have attempted to share some of those great public services with you and more importantly some great personal stories from some of the broadcasters caught in the middle of the storms.

Thank you for taking the time to examine the important role the broadcasters play. This is not just lip service, this is reality in the making and local broadcasters come through time and time again.

The broadcasters in Indiana were here during that storm and they will be here for future community needs.

Sincerely,

Linda Compton  
President & CEO

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WIBC, Indianapolis

When tornadoes hit south of Indianapolis, Jake Query of the WIBC Morning News didn't just talk about it, he decided to really do something to help. He visited the area, talked with folks, and actually helped people clean-up, some of which lost almost all they had.

A historic covered bridge was also destroyed. Jake pledged to helping get the bridge rebuilt. He emceed a fund raiser for the bridge and promised the citizens in that area that he would use the WIBC Morning News to help get their voices heard.

As a result, Governor Mitch Daniels has applauded Jake and WIBC for these efforts. He also has volunteered to accompany WIBC to the area where he hopes to make a special announcement on how the state will be involved to rebuild the bridge, and help the citizens move on with their lives in a positive way.

WIBC and Emmis Radio has also teamed up with both the Salvation Army and the Red Cross to raise funds and supplies for storm and flood victims and their families.



In closing, we have received hundreds of affidavits from our stations; running PSAs throughout the last few weeks that were provided from various agencies dealing with "how to avoid carbon monoxide poisoning; "coping with depression after disaster", flood/disaster relief", "preventing mold after flooding", proper use of candles during power outages", support for the American Red Cross. This is just a sample of broadcasters working together with their communities to keep Hoosiers safe in times of catastrophe.

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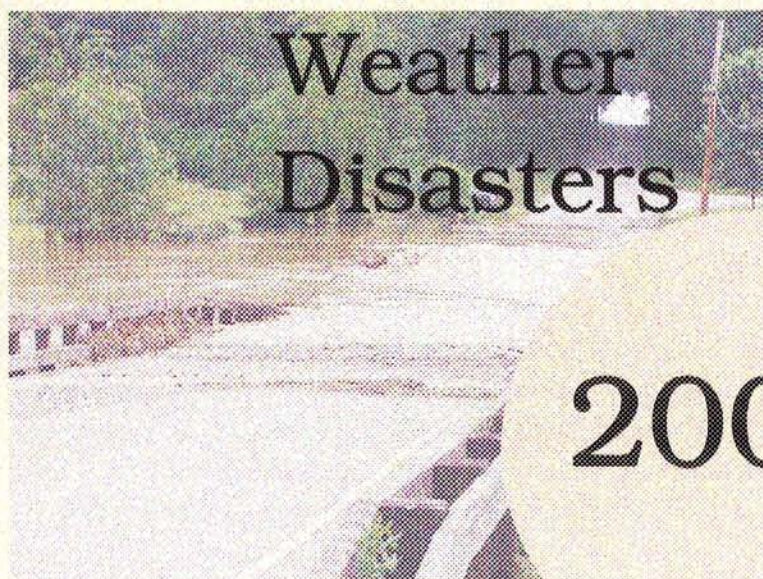
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# I ndiana Broadcasters Association

## Report on Recent State

## Weather Disasters

# 2008





From May 30 to June 7, 2008 Indiana cities and towns were hit with tornadoes and massive flooding surpassing the 100-year floods. At this writing, Indiana residents are still coping with the aftermath. The broadcasters, TV and radio, not only kept news on throughout the events, as they happened, but following the events ran fundraising events, and some sent staff to assist in areas where help was needed. Stations in areas hit by the disasters had their own stories to tell. These stories unravel in the pictures and events within this document.



**The Mission: Operation Storm Relief** began promoting on June 10, 2008. 15 live reads to bring non-perishable items to a local Kroger on June 12th live broadcast featuring all members of the Oldies 101.9 air staff; WKLU, it was featured on FOX59 news at 10PM; all proceeds were delivered to the Salvation Army on the 13th for delivery to fellow Hoosiers affected by recent tornadoes and flooding.



WKLU-FM Indianapolis

The LIN stations of Indianapolis, WISH, WNDY, and WIIH have been participating in an ongoing information, awareness and emergency relief campaign for viewers both on air and on their websites. This public information campaign started on the first day of the flooding, June 7th and is still underway. Our stations, together with all of the other television stations in the city, took part in a one day telethon/phone bank June 10th, at Conseco Insurance, urging the public to give to the Red Cross, more than \$169,000 had been raised in that joint effort. Airtime value during and after came to over \$15,000. On a personal note four of the co-workers suffered devastating losses. Staff stepped in to assist; cash donations by staff assisted each of them.

WIMC WCDQ WCVL, Crawfordsville, IN partnered with local company and raised over \$2500 for flood victims; they continue to run PSA's for the American Red Cross.



WYXB-FM, Indianapolis, June 9, After the Flooding: news story featuring Governor Mitch Daniels assessing the damage; news story encouraging listeners to call the American Red Cross for information on shelters; assistance; where to drop donations; announcement that President Bush declares Indiana counties disaster areas. June 10, more information from the American Red Cross throughout morning hours; collection of funds "Hoosiers Helping Hoosiers."

Entercom stations, WXNT-AM, WNTR-FM, WXPL-FM raised over \$40,000 in a day-long campaign to raise money for the Salvation Army Emergency Disaster Services flood relief efforts.

WSBT Radio Group in South Bend ran PSA's for sister state, Iowa, during their recent flooding.

*"...together with all of the other Indianapolis television stations in the city, took part in a one day telethon/phone bank June 10th...more than \$169,000 had been raised in that joint effort..."*

#### WFBQ/WRZX/WNDE

Indianapolis ran over 110 PSA's during the recent catastrophic events promoting needs at Gleaners Food banks in addition to the Red Cross need for cash donations.

WRTV-6, Indianapolis and Emmis Communications co-sponsored a donation drive June 10th for cash donations for victims of the tornadoes and the flood victims.



**Mid America Radio Group, Martinsville, IN**

**BY: Dave Keister, Owner**

On Friday, June 6th WCBK started broadcasting from both Martinsville and Mooresville for the annual Relay for Life. The broadcast began at 4 PM and would continue for twenty-four hours. It was a rather hot breezy day and all seemed good as the 11th annual broadcast got underway.

Then at 8:31 PM, the rain started to fall. In Martinsville the Relay walkers moved into the Morgan Hospital and WCBK continued the broadcast. In Mooresville the walkers moved inside, too. And the rain continued to come down!

On Saturday morning it is 6AM and back at the WCBK studio our two people on duty are preparing for a normal day with some rain. They are about to get a rude awaking. At 7:30 suddenly the studio lost electricity and the studio goes on standby generator. Little did we know at this minute it would be a very long time before electricity would be restored and Morgan County would be changed forever. Our generators at both the studio and transmitter would really get a work out.

By 8AM the phone lines are all full at the stations. We are out calling in live reports from State Road 37 about all the damage and how very bad things were getting, not realizing this was only the beginning of a very long forty-eight hours. As we drove around giving reports the water is rising more, not knowing the we had just received six inches of rain in less than thirty minutes on already wet ground. We end any attempt to do any broadcasts from the Relay for Live and go with wall to wall storm coverage.

At 10 AM the Mayor is on the air reassuring the town "that help is on the way, knowing that his own basement was flooding as he spoke. Phone calls were coming non-stop. One by one, employees started arriving that Saturday morning as they could get to WCBK.

It is noon Saturday and we are taking calls on the air, knowing how widespread the damage was! For a lot of people WCBK was their only communications to the outside world. Just had a person on the air saying, "their car was now floating down a stream."

Dave Keister, station owner was out in the community doing live reports. He stopped at one of the shelters and was shocked to see over 150 people were already in the shelter as of 1 PM. WCBK broadcast live their stories.

A Marti link was set-up at 1 PM Saturday from the EMA building, the center of the rescue effort. WCBK broadcast live from the studio and the EMA headquarters doing interviews with FEMA, Duke Energy, the EMA Director, Morgan County Sheriff, Indiana State Police, Water Rescue, Red Cross, Salvation Army, REMC, City, County and State Officials.

Sunday morning propane gas is delivered for the generators. Around noon Governor Mitch Daniels arrives and we talk with him live. By this time our studio is getting very hot, with no air conditioning; but, when you look out the front window seeing people walk by carrying out what they could the temperature of the studio does not seem important.

The total story is yet to be told. Many people are still without a place to live. The total loss is great. Some residences have already been condemned and many more will be added. Through the good and bad WCBK has been involved in the community for over 41 years. Letters, e-mails, phone calls and personal contact commending the station continue to flow in.

On Friday, June 20th Keister gathered the staff together at the City Park and thanked all who went far beyond the call. It was a time for reflection, recognition and over a thousand dollars was given out to the WCBK staff members as a personal "thank you".